



# Introducing ShopKeep R.I.S.E.

## REINVESTING IN SMALL-BUSINESS EQUALITY

Businesses owned by minorities receive less funding, are three times more likely to be denied loans, and are generally charged higher interest rates\*. ShopKeep R.I.S.E. was born out of a desire to close this funding gap. It offers no-fee, no-interest cash advances to minority-owned business owners to help their businesses grow.

## The Funding

If your business is chosen, you'll receive a lump sum up to \$10,000 in your business bank account. Our no-fee, no-interest cash advances have no schedules or strings attached. Each day, 11% of your credit card sales will automatically go toward the cash advance, until the total amount of the advance has been reached.

### *A Note About ShopKeep Payments*

Because of the way advances are structured, they are only offered to business owners who use or switch to ShopKeep Payments. We still encourage you to apply if you don't use this service, as you can always switch later if your business is chosen.

## Eligibility Criteria

- ✓ Your business has been using ShopKeep as its sole point of sale for at least 3 months.
- ✓ You are a U.S. citizen, and your business is based in the U.S.
- ✓ Your business meets the criteria of a minority-owned business, as outlined below.

## How to Apply

Contact [RISE@shopkeep.com](mailto:RISE@shopkeep.com) to speak with a member of our team and start the application process. We know that businesses are owned by humans, so each application is personally reviewed and includes a brief phone conversation to learn about your business, its growth, and how you plan to use the funds.

## We're Here to Help

The rolling fund is only able to serve a handful of businesses each quarter. If you think your business might qualify for a ShopKeep R.I.S.E advance, contact us at [RISE@shopkeep.com](mailto:RISE@shopkeep.com) to start the conversation.



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### Defining a Minority-Owned Business

In order to qualify for the ShopKeep R.I.S.E. program, there are two ownership and control standards, one of which must be met.

- ✓ Minority businesses must be at least 51% minority-owned operated and controlled. Management and daily operations must be exercised by the minority ownership member(s); or
- ✓ Businesses which are Minority Controlled Businesses will also be considered with proper documentation.  
Minority Controlled Business Criteria:
  - A minority business may be certified as a minority “controlled” enterprise if the minority owners own at least 30% of the economic equity of the firm
  - Minority management/owners control the day-to-day operations of the firm.
  - Minority management/owners retain a majority (no less than 51%) of the firm’s “voting equity”

For the purposes of this program, a minority group member is an individual who is at least 25% Asian, Black, Hispanic or Native American.